Graphic Standards Manual

HYUNDAI

IMPORTANT GUIDELINES

Thank you for taking the time to review the Hyundai Graphic Standards Manual.

It is absolutely essential for us to maintain graphic continuity for our brand. It not only allows us to clearly and effectively communicate the message of our brand, but it also allows us to protect our logos and brand image.

Properly and consistently used corporate logos, approved typefaces and visual treatments cause immediate brand recognition for Hyundai. They truly are our company's signature in the world. As such, it's very important to use these identifiers carefully and treat them all with the utmost respect.

OVERVIEW

Hyundai offers a full line of thoughtfully designed, high-quality vehicles backed by America's Best Warranty.™ However, while every model shares the Hyundai name, each one appeals to a different kind of buyer. This is where this Graphic Standards Manual comes in handy. The standards within it help us to create advertising messages that address this vehicle and demographic diversity while maintaining a consistent brand look and feel. Even when creating advertising across cultural demographics.

In fact, you may notice that this manual contains information about Multicultural Advertising. Not surprisingly, graphic standards must be carefully applied to any market-specific advertising that we do. Please refer to this section to find out more about any Multicultural Advertising efforts.

Working together, Hyundai Motor America and Hyundai dealers everywhere have helped to build a brand image that we can be proud of. Now, let's continue to work together to improve and preserve our image – well into the future.

Questions? Need additional information about visual applications?
Contact:

Attn: Tim Maxwell
Hyundai Motor America
10550 Talbert Avenue
P.O. Box 20850
Fountain Valley, CA 92728-0850
email: tmaxwell@hmausa.com

Hyundai brand logos can be obtained by logging on to the Hyundai advertising website at HyundaiAdPlanner.com and going to the Logos/Badging section of the Ad Planner. Model-specific badge logos can be found under each model's section.

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CORPORATE COLOR PALETTE

PMS 288

CMYK
C-100%, M-67%,
Y-0%, B-23%

RGB
R-0, G-48, B-130

PMS Black

CMYK
C-0%, M-0%,
Y-0%, K-100%

RGB
R-0, G-0, B-0

PMS 425

CMYK
C-0%, M-0%,
Y-0%, K-77%

RGB
R-96, G-96, B-91

PMS 421

CMYK
C-0%, M-0%,
Y-0%, K-26%

RGB
R-191, G-186, B-175

PRIMARY SUPPORTING COLOR PALETTE

PMS 877

CMYK
C-47%, M-37%,
Y-36%, K-2%

RGB
R-143, G-143, B-140

PMS 872

CMYK
C-20%, M-30%,
Y-70%, K-15%

RGB
R-140, G-115, B-74

PMS 7536

CMYK
C-0%, M-4%,
Y-22%, K-32%

RGB
R-171, G-163, B-135

PMS 7534

CMYK
C-0%, M-2%,
Y-8%, K-10%

RGB
R-219, G-212, B-194

Implementing the Hyundai brand vision requires consistent execution by HMA and its partners. To make this easier, we have established a color palette for use in all communications developed on our brand's behalf. These colors have been carefully chosen bearing in mind Hyundai Motor Company's global color themes and the interpretation of the Hyundai brand for the American market.

Our Corporate Color Palette, having represented the Hyundai brand globally and in the United States for over a decade now, plays an important role in creating a consistent identity and helping our audience develop powerful brand associations with Hyundai. For this reason it is important to continue to use them in all communications going forward.

Hyundai blue (PMS 288) is our main corporate color and is preferred over the other corporate colors when the context permits.

The Primary Supporting Color Palette contains silver and gold color options, which connote the refined nature of the Hyundai brand. They should be used for large graphic elements or backgrounds to give an overall refined impression.

These colors are to be adhered to in the creation of all communications.

This page should be used for reference purposes only. It is not to be used for reproduction. Go to HyundaiAdPlanner.com to obtain official logo art files and the most recent version of the Graphic Standards Manual.

HYUNDAI BRAND LOGO

The Hyundai logo is a permanently fused horizontal or fused stacked combination of the “Flying H” logomark and the stylized “HYUNDAI” wordmark. The logo must always be displayed whole and must be included on all communication materials, unless it would necessarily have to be smaller than the minimum size allowed.

HORIZONTAL LOGO

“Clear area” = half the height of the “H” in “HYUNDAI”.

No visual or text may violate the clear area.

Minimum size standard

0.75 inch

STACKED LOGO – LOGOMARK EMPHASIS

“Clear area” = half the height of the “H” in “HYUNDAI”.

No visual or text may violate the clear area.

Minimum size standard

0.75 inch

RECOMMENDED APPLICATIONS FOR LOGOMARK-EMPHASIS SIGNATURE:

Signage systems
Wall-mounted signs • General direction signs • Bulletin boards • General information boards • Parking lot indication signs • Rooftop signs • General information signs • Floor indication signs

Automobile decals
Passenger cars • Minivans • Minibuses • Buses

Additional applications
Flags • Carrier bags • Banners

STACKED LOGO – WORDMARK EMPHASIS

“Clear area” = half the height of the “H” in “HYUNDAI”.

No visual or text may violate the clear area.

Minimum size standard

0.75 inch

RECOMMENDED APPLICATIONS FOR WORDMARK-EMPHASIS SIGNATURE:

Stationery
Business cards • Letterhead • Facsimile message forms • Envelopes

Additional applications
Press releases • ID cards • Visitor cards

When using either logo format, a “clear area” equal to or greater than half the height of the “H” in “HYUNDAI” must always be maintained around the entire logo. No text or graphics should be allowed to violate the clear area.

Minimum size rule: The “HYUNDAI” portion of the logo should never be reproduced smaller than 0.75 inch.

Examples on this page represent the only acceptable ways to use the logo.

NEVER use only part of the logo in any communication.

NEVER attempt to combine or otherwise modify the Hyundai logo.

Use only the approved elements found at HyundaiAdPlanner.com.

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CORRECT USAGE

BLACK

PMS 288 BLUE

Acceptable examples of the Hyundai logo on a white background.

PMS 288 BLUE

BLACK

Acceptable examples using the Hyundai logo with Corporate or Primary Supporting Color Palette backgrounds.

PMS 877 SILVER

PMS 425 DARK GRAY

PMS 421 GRAY

When using lighter shades from the color palette, the logo should be black.

INCORRECT USAGE

Using unapproved background colors is a violation of standards.

Remember to apply “clear area” standards. A space equal to or greater than half the height of the “H” in “HYUNDAI” must always be maintained around the entire logo. No text or graphics should be allowed to violate the clear area.

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HYUNDAI CHROME LOGOMARK

VERSION 1:

Chrome logomark + chrome wordmark
+ Hyundai blue background

VERSION 2:

Chrome logomark + white wordmark
+ Hyundai blue background

The chrome logomark is a special graphic with unique properties. It must be placed with care so as to not diminish its impact and our visual identity. Please pay close attention to these examples.

Acceptable examples of the stacked chrome configuration.

VERSION 3:

Chrome logomark + Hyundai blue wordmark
+ white background

VERSION 1:

Acceptable examples of the horizontal configuration.

VERSION 2:

VERSION 3:

Remember to apply “clear area” standards. A space equal to or greater than half the height of the “H” in “HYUNDAI” must always be maintained around the entire logo. No text or graphics should be allowed to violate the clear area.

To prevent any distortion or deformation, make sure to scale all artwork proportionately and use only approved logo artwork in the original file formats.

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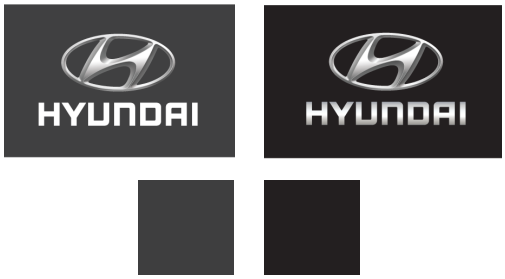
HYUNDAI CHROME LOGOMARK (continued)

Do not use chrome logomark with blue wordmark on values between 50% to 80%.

Special rule: Use the chrome logomark with a Hyundai blue wordmark only with approved, light background colors.



Use the chrome logomark with chrome wordmark or the chrome logomark with white wordmark over backgrounds with values of 90% to 100%.

Special rule: Use the chrome logomark with chrome or white type over darker backgrounds.

WHAT NOT TO DO. EVER.

DO NOT place the logo over a busy background or image.

DO NOT change the outline density of the logo.

DO NOT outline any part of the logo on a dark background.

DO NOT alter or recreate any part of the logo.

DO NOT alter the proportions of any part of the logo.

DO NOT use low-resolution versions of logo.

DO NOT use dark tone wordmark on dark background.

These are examples of incorrect usage whether any part of the logomark is chrome or any other approved color.

NEVER use only part of the logo in any communication.

NEVER attempt to combine or otherwise modify the Hyundai logo.

Use only the approved elements found at HyundaiAdPlanner.com.

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HYUNDAI MOTOR FINANCE LOGO

HYUNDAI
Motor Finance

Use these graphics to create ads, posters and in-store signage. Most utilize Helvetica Neue as their typeface.

HYUNDAI PROTECTION PLAN LOGO

HYUNDAI
Protection Plan

The Hyundai Protection Plan (HPP) logo may be used in your print advertising with or without accompanying HPP copy. When used as a stand-alone element, place it near the bottom border of your layout.

DEALER NAME USAGE AND VEHICLE SIGNAGE

Jim Miller Hyundai
Subtext example

Jim Miller Hyundai
Subtext example

Jim Miller Hyundai
Subtext example

HYUNDAI | *Parts Delivery*
ANY HYUNDAI DEALERSHIP

HYUNDAI | *Courtesy Shuttle*
ANY HYUNDAI DEALERSHIP

When combining a dealer name with the Hyundai brand name, always use only Helvetica Neue typefaces.

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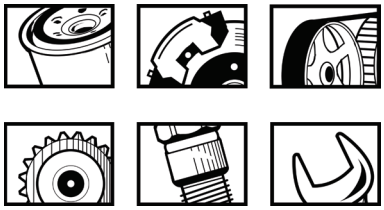
HYUNDAI
Genuine Accessories



These graphics may be used to create ads, posters and in-store signage.

Reproduce with official corporate colors, or black and white as you wish.

HYUNDAI
Genuine Parts

Unsurpassed Quality.
Genuine Hyundai Parts.

Make It Yours With Genuine
Hyundai Accessories

HYUNDAI
Genuine Parts & Service

Rely on Genuine
Hyundai Parts

Quality PARTS

SPRING
SERVICE
DISCOUNTS

Remain GENUINE

FALL
SERVICE
SAVINGS DISCOUNT

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BADGING

Model badges should never be used in any consumer advertising materials. They should only be used on the specific cars they represent or on model-specific accessories.

In the rare circumstance that you are able to use a badge, it should be treated as an extension of the Hyundai brand logo, and handled with the same level of respect.

NOTE: All badge logos are registered trademarks. As such, it is very important that the following legal disclaimer be included in any print piece containing any or all of them.

Hyundai model names are registered trademarks of Hyundai Motor America. All rights reserved.

MODEL NAME TYPE TREATMENT

In place of official badge logos, we recommend using an approved typeface to create horizontal or stacked type treatments (Helvetica Neue and Minion Pro). See pages 10 and 11.

Model Name Type Treatment guidelines:

- Always use a keyline in between the Hyundai logo and any model name.
- Use only approved typefaces (Helvetica Neue and Minion Pro). See pages 10 and 11.
- A “clear area” equal to or greater than half the height of the “H” in a proportionally sized “HYUNDAI” must always be maintained.

HORIZONTAL EXAMPLES

STACKED EXAMPLES

Never improperly combine the Hyundai logo with any individual model badge or model name.

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AMERICA'S BEST WARRANTY LOGO

Use the shortened format below when creating warranty graphics for television.

America's Best Warranty*

10-Year/100,000-Mile
Powertrain Limited Warranty

*Based on total package of warranty programs. See dealer for LIMITED WARRANTY details.

Just like Hyundai brand and model logos, visual standards apply for this wordmark. A "clear area" equal to or greater than half the height of the "America's Best Warranty" must always be maintained around the entire logo. No text or graphics should be allowed to violate the clear area.

IMPORTANT: Any print or TV advertising containing "America's Best Warranty" must also ALWAYS include the accompanying disclaimer.

America's Best Warranty*
10-Year/100,000-Mile Powertrain Protection
5-Year/60,000-Mile Bumper-to-Bumper Coverage
5-Year/Unlimited Miles 24-hr. Roadside Assistance

*Based on total package of warranty programs. See dealer for LIMITED WARRANTY details.

When creating your own warranty documents, use the following information in this order to comprehensively list specific warranty coverages.

DEALER PRINT VERSION

You may use this wordmark when creating printed advertising materials.

Award-Winning Hyundai
Quality Backed By
America's Best Warranty*

10-Year/100,000-Mile
Powertrain Protection

5-Year/60,000-Mile
New Vehicle Limited Warranty

5-Year/Unlimited Miles
24-hr. Roadside Assistance

*Based on total package of warranty programs. See dealer for LIMITED WARRANTY details.

The principal typeface used in Hyundai advertising is Helvetica Neue. Please see page 10 for more information about typefaces.

It may be necessary to acquire a license to use this typeface for commercial purposes. Consult with your agency of record or graphics professional for further information.

Elements from this page are available in other language formats at HyundaiAdPlanner.com.

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HELVETICA NEUE

Helvetica Neue

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(.,;:!?)

Helvetica Neue Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(.,;:!?)

Helvetica Neue Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(.,;:!?)

Helvetica Neue Medium Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(.,;:!?)

Helvetica Neue Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(.,;:!?)

Helvetica Neue Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(.,;:!?)

The principal typeface used in Hyundai advertising is Helvetica Neue. It should be considered the default typeface used when creating custom materials.

Conveniently, there are many variations of this typeface that can be utilized while still adhering to brand standards. This allows you to easily switch to one of these alternate variations to help you separate or emphasize information as necessary.

It may be necessary to acquire a license to use this typeface for commercial purposes. Consult with your agency of record or graphics professional for further information.

MINION

Minion

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(.,;:!?)

Minion Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(.,;:!?)

Minion Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(.,;:!?)

Minion Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(.,;:!?)

The secondary typeface used in Hyundai advertising is called Minion. It should not be your first-choice typeface, but it can be used when creating custom communication materials. Like Helvetica Neue, there are several variations of this typeface that can be utilized while still adhering to brand standards.

It may be necessary to acquire a license to use this typeface for commercial purposes. Consult with your agency of record or graphics professional for further information.

UNIVERS

Univers Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(.,;:!?)

Univers Oblique

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(.,;:!?)

Univers Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(.,;:!?)

Univers Bold Oblique

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 $%&(.,;:!?)

One last typeface that you may need to use is called Univers. It is our corporate typeface and it should be your first and only typeface when creating custom corporate communication materials such as letterhead or business cards.

NOTE: Univers should not be used when creating any advertising media.

It may be necessary to acquire a license to use this typeface for commercial purposes. Consult with your agency of record or graphics professional for further information.

LAYOUTS: HEADLINES AND TEXT

Except for ad headlines, or when proper grammar requires all capitalization, type should always be set to the standard upper- and lowercase.

STANDARD HEADLINE STYLE

Use all capital letters when creating headlines.

THIS IS A STANDARD HEADLINE.

Helvetica Neue Bold is the default headline typeface.

DEALER PRINT VERSION

You may use wordmarks like these when creating printed advertising materials.

2011 Sonata
$00,000
Dual front airbags, front side-impact airbags, air conditioning, 6-speaker stereo CD, power steering, power windows.

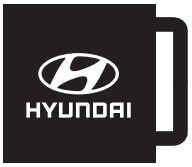
Anytown Hyundai
1234 Crossroads Ave.
Anytown, CA 90000
Hyundai.com

2011 Sonata
$00,000
Dual front airbags, front side-impact airbags, air conditioning, 6-speaker stereo CD, power steering, power windows.

Offer copy and longer informational copy are typically set in either Helvetica Neue Italic, Helvetica Neue Bold, or Helvetica Neue.

LAYOUTS: PROMOTIONAL

Advertising posters and other collateral materials are most effective when they're clean, simple and easy to read. The examples below and on the following page show how to clearly convey a message utilizing the correct graphic standards.



Promotional copy is typically set in either Helvetica Neue Italic, Helvetica Neue Bold, or Helvetica Neue.

Promotional layouts are similar to that of print advertising. It's important to adhere to the same graphic guidelines. Maintain a "clear area" around the logo. And make sure not to violate the minimum logo size rule.

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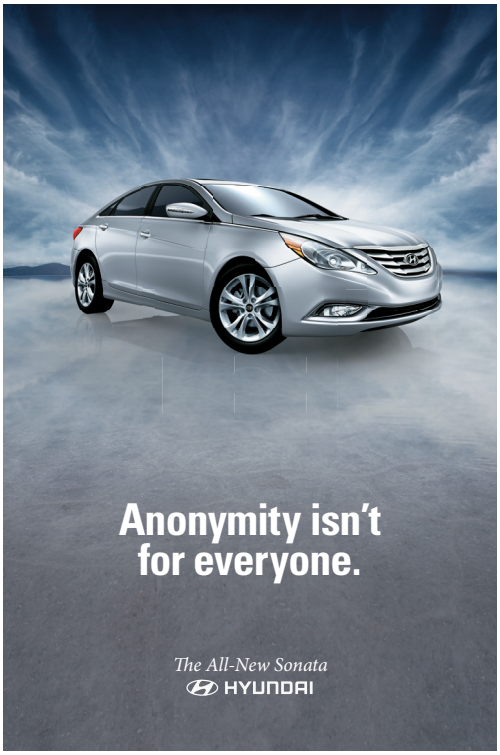

IMPORTANT: The standard poster size is 24.375" by 35.375".

IMPORTANT: The standard outdoor size is 14' by 48'.

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WHAT NOT TO DO

ANY TOWN HYUNDAI
SPECIAL INTRODUCTORY LEASE
$199
PER MONTH FOR 00 MONTHS $0000 DUE AT SIGNING.
NEW 2010 ELANTRA
0% FINANCING PLUS $1500 CASH BACK UP TO 60 MONTHS
NEW 2010 ACCENT
0% FINANCING PLUS $1000 CASH BACK UP TO 60 MONTHS
NEW 2010 TUCSON
$19,500 PLUS TAX TITLE & TAGS
NEW 2010 GENESIS
$399 MONTH LEASE
$798 TOTAL DUE AT SIGNING
– $399 FIRST MONTH PAYMENT
$399 DOWN
HYUNDAI Assurance
America's Best Warranty*
ANY TOWN HYUNDAI
1234 ANY STREET
ANY TOWN, ANY STATE, 12345
555-1234
AnytownHyundai.com

1. Never display Hyundai logomark in a chrome environment.
2. Never add outlines, drop shadows and/or bevels to logos.
3. Never use the Hyundai logo in a sentence or dealer name.
4. Lease offers should always be accompanied by the appropriate legal copy.
5. All model cars should appear in proportion to one another.
6. Additional legal information should always be included on the page.
7. America's Best Warranty needs the entire warranty information supplied.
8. Dealer name and Hyundai logos should always appear on approved background colors.
9. Never use only part of the Hyundai brand logo in any advertising message.

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EXAMPLES OF CORRECTLY DISPLAYED INFORMATION

HYUNDAI
ANY TOWN HYUNDAI
SPECIAL INTRODUCTORY LEASE
$199
PER MONTH FOR 00 MONTHS $0000 DUE AT SIGNING.
$0 security deposit. Excludes taxes, title & license. Model shown priced higher. Based on MSRP of $20,915 for 2011 Sonata (model #27402) with auto trans & freight. Sonata closed end lease offered through Hyundai Motor Finance (HMF). Well-qualified lessees only. Lessee responsible for excess wear and mileage at $.20/mile over 36,000 miles. Lessee has option to purchase at lease-end price negotiated at signing. Offer ends 3/31/10. Dealer price may vary. 0% financing for 60 mos is $16.67 per mo per $1,000 financed. No down payment required. May not be combined with consumer rebates. Not all buyers will qualify. Must have FICO scores of 660+. Different rates available for different terms. Subject to Hyundai Motor Finance credit approval. Offer ends 3/01/10. See dealer for details.
NEW 2010 ELANTRA
0% FINANCING PLUS $1500 CASH BACK UP TO 60 MONTHS
Correct legal should be displayed below each special lease or cash back offer.
NEW 2010 ACCENT
0% FINANCING PLUS $1000 CASH BACK UP TO 60 MONTHS
Correct legal should be displayed below each special lease or cash back offer.
NEW 2010 TUCSON
$19,500 PLUS TAX TITLE & TAGS
Correct legal should be displayed below each special lease or cash back offer.
NEW 2010 GENESIS
$399 MONTH LEASE
$798 TOTAL DUE AT SIGNING
– $399 FIRST MONTH PAYMENT
$399 DOWN
Correct legal should be displayed below each special lease or cash back offer.
HYUNDAI Assurance
America's Best Warranty*
10-Year/100,000-Mile Powertrain Limited Warranty
5-Year/60,000-Mile New Vehicle Limited Warranty
5-Year/Unlimited Miles 24-hr. Roadside Assistance
*See dealer for LIMITED WARRANTY details. America's Best Warranty, the Hyundai Advantage
ANY TOWN HYUNDAI
1234 ANY STREET
ANY TOWN, ANY STATE, 12345
555-1234
AnytownHyundai.com

1. Hyundai logo is displayed correctly – without any effects and on an approved solid background.
2. Dealer name is separated from the Hyundai logo.
3. Lease offer is displayed under the offer/car to which it applies.
4. All cars are properly sized in relation to each other.
5. Offers include appropriate legal disclosure.
6. Full disclaimer is included with the mention of America's Best Warranty.
7. Hyundai dealer name is properly displayed on an approved solid background.

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EXAMPLES OF CORRECTLY DISPLAYED INFORMATION

Use the Helvetica Neue typeface and make sure everything is large enough to read.

America's Best Warranty
10-Year/100,000-Mile*
Powertrain Limited Warranty
*Based on total package of warranty programs.
See dealer for LIMITED WARRANTY details.

America's Best Warranty should be displayed this way as it is difficult to read the entire warranty breakdown graphic (see page 9) in less than 15 seconds.

Legal copy should always be in Helvetica Neue typeface.

Be sure to always adhere to "clear space" standards around the Hyundai logo.

Dealer information should be displayed for at least three seconds.

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MULTICULTURAL ADVERTISING: EXAMPLES

The great majority of our advertising in the United States is produced in English. However, America is a melting pot of cultures. Sometimes it is beneficial for you to tailor advertising to a particular cultural demographic. Please take the time to explore examples and guidelines for Multicultural Advertising online at HyundaiAdPlanner.com.

EXAMPLE OF KOREAN LANGUAGE ART CARD

EXAMPLE OF SPANISH LANGUAGE ART CARD

IMPORTANT: Advertising in another language is not as easy as just translating elements from English. There are specific guidelines for multicultural efforts. Please visit HyundaiAdPlanner.com for details.

Supported languages:
Korean
Spanish

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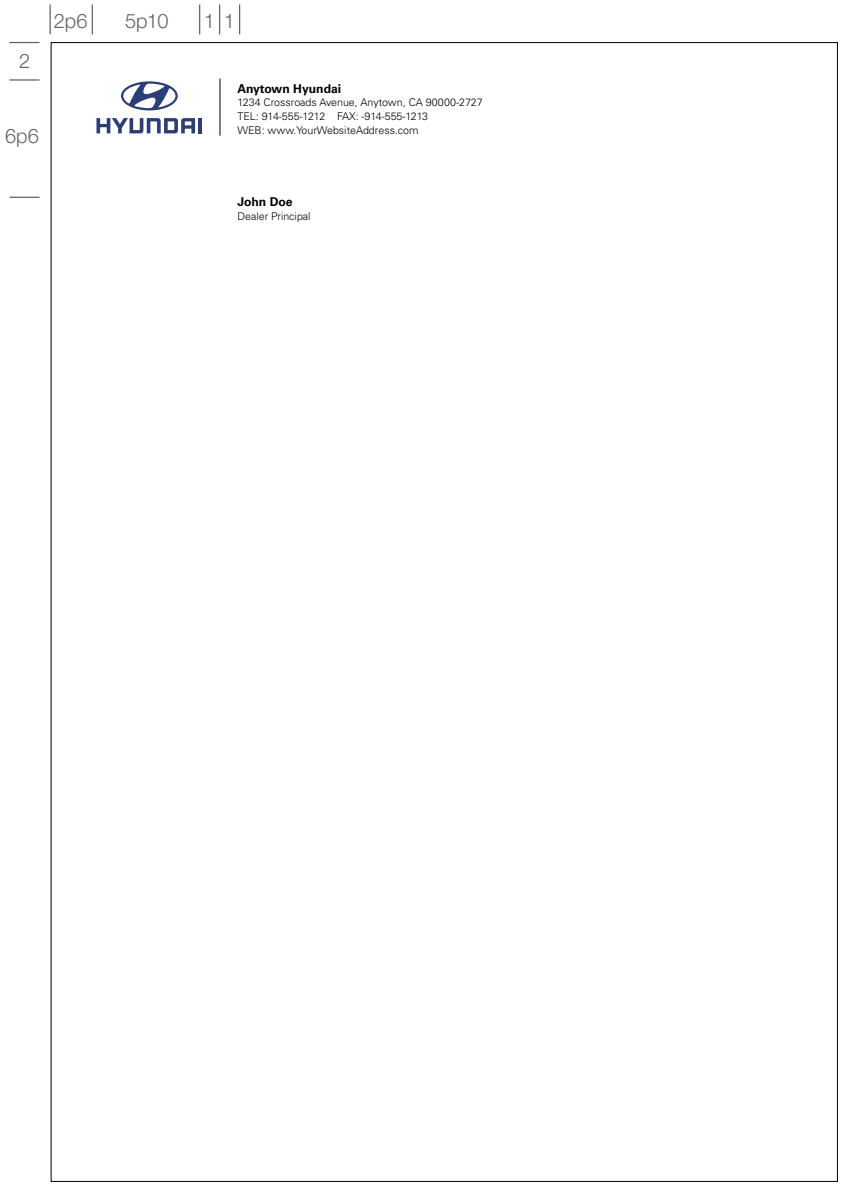
DEALER PRINCIPAL EXECUTIVE LETTERHEAD



Dealer Principal Executive Letterhead always includes the following: Hyundai logo in Hyundai blue (PMS 288), and the legal dealership name, mailing address, telephone number, fax number, website address and principal information in black.

Executive Letterhead Guidelines:

- Legal dealership name and individual's name – 8 point Univers Bold typeface with 1 point leading.
- All other text – 7 point Univers Light with 2 point leading.
- Hyundai logo – PMS 288
- Text color – black
- Paper guidelines – Monarch size (7 ¼" x 10 ½"), Classic Crest Bond, 24# Avon Brilliant White.
- Professional printer: Use "offset lithography" settings.

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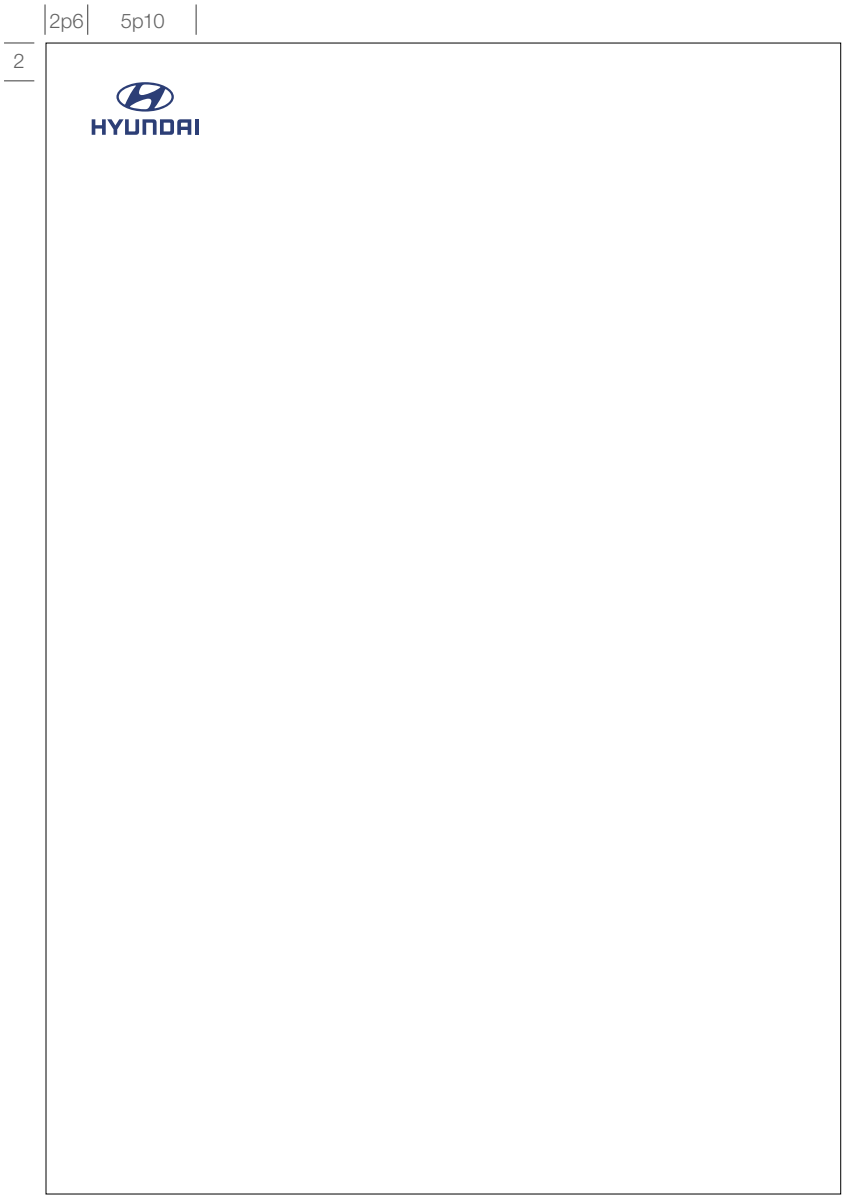
DEALER PRINCIPAL EXECUTIVE LETTERHEAD - BLANK PAGE



Placement of the Hyundai blue (PMS 288) Hyundai logo is identical to that of the Dealer Principal Executive Letterhead's. All other information is absent.

Executive Letterhead (Blank) Guidelines:

- Hyundai logo – PMS 288
- Paper guidelines – Monarch size (7 ¼" x 10 ½"), Classic Crest Bond, 24# Avon Brilliant White.
- Professional printer: Use "offset lithography" settings.

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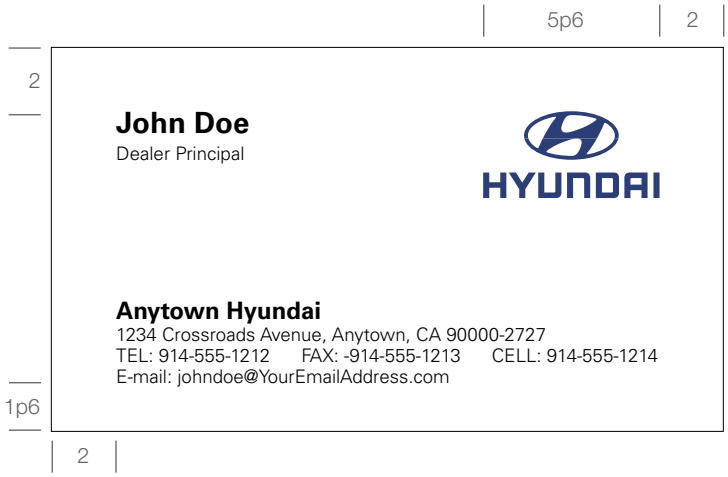
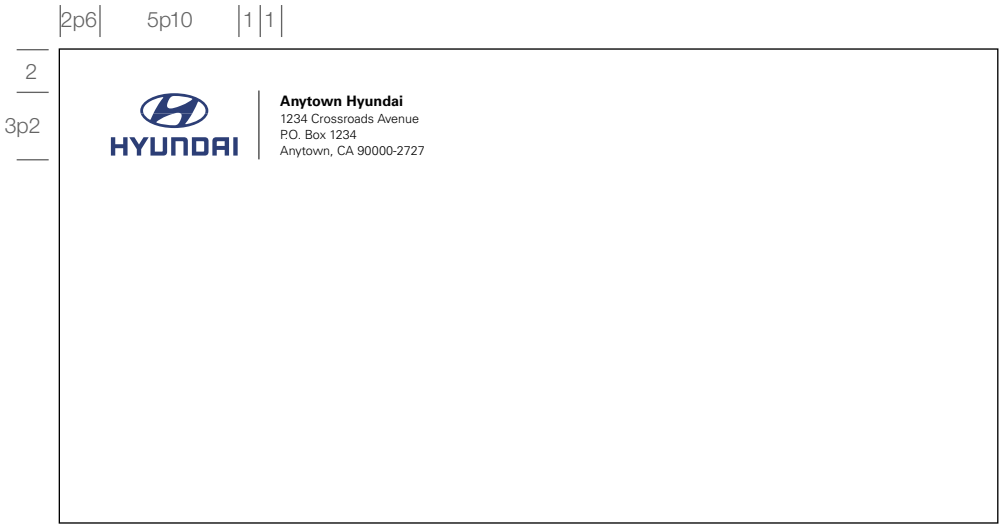
DEALER PRINCIPAL EXECUTIVE BUSINESS CARD



DEALER PRINCIPAL EXECUTIVE ENVELOPE



Principal Business Card Guidelines:

- Titles (Mr., Mrs., and Ms.) are not used.
- Initials may be used.
- Nicknames should not be used.
- Phone, fax and cell numbers should appear on the same line.
- Legal dealership name – 9 point Univers Light typeface with 1 point leading.
- Individual's name – 11 point Univers Bold with 1 point leading.
- All other text – 7 point Univers Light with 1 point leading.
- Hyundai logo – embossed, PMS 288
- Text color – black
- Paper guidelines – 2" x 3 ½", Classic Crest Cover, 80# Avon Brilliant White.

Principal Envelope Guidelines:

- Legal dealership name – 8 point Univers Bold typeface with 1 point leading.
- All other text – 7 point Univers Light with 2 point leading.
- Hyundai logo – PMS 288
- Text color – black
- Paper guidelines – 7 ½" x 3 7/8", Classic Crest bond, 24# Avon Brilliant White.

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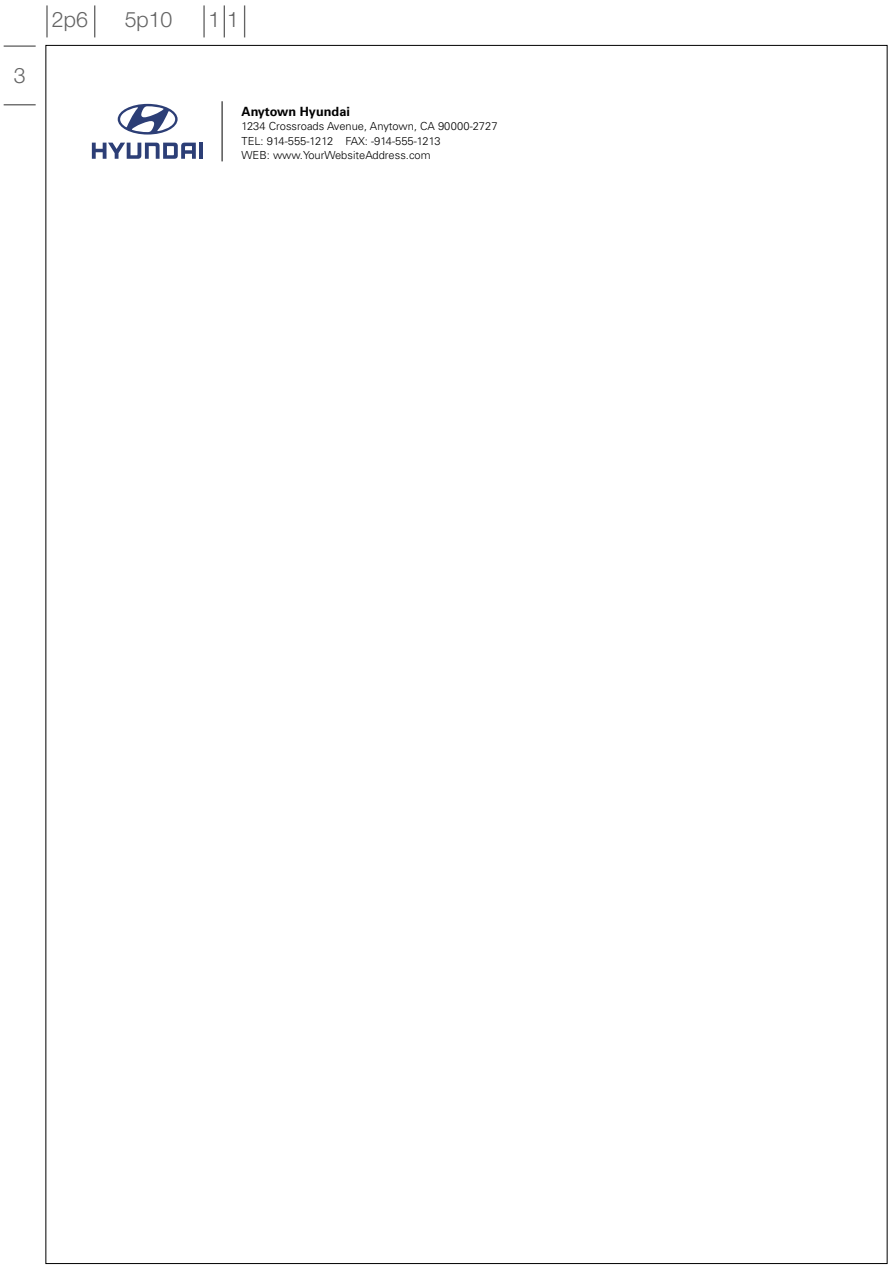
DEALER STANDARD LETTERHEAD



Dealer Standard Letterhead always includes the following: Hyundai logo in Hyundai blue (PMS 288), and the legal dealership name, mailing address, telephone number, fax number, and website address in black.

Standard Letterhead Guidelines:

- Legal dealership name – 8 point Univers Bold typeface with 1 point leading.
- All other text – 7 point Univers Light with 2 point leading.
- Hyundai logo – PMS 288
- Text color – black
- Paper guidelines – 8 ½" x 11", Classic Crest Bond, 24# Avon Brilliant White.
- Professional printer: Use “offset lithography” settings.

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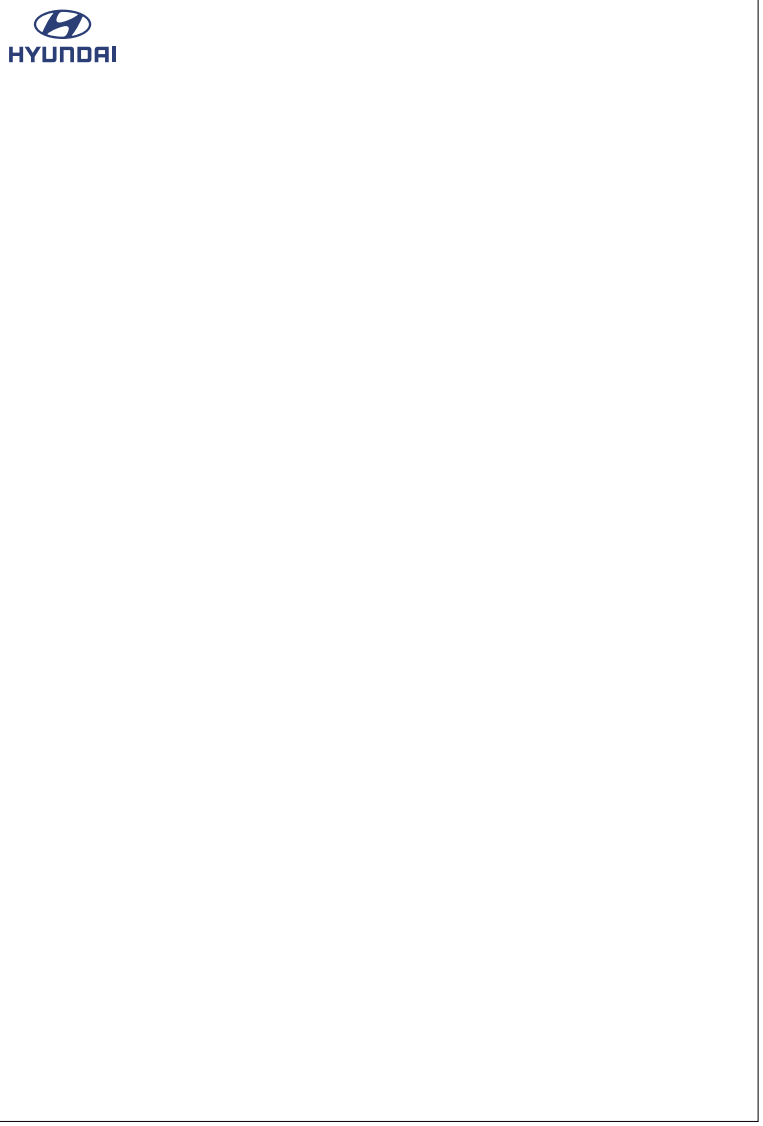
DEALER STANDARD LETTERHEAD - BLANK PAGE

2p6 5p10

2



Dealer Standard Letterhead always includes the following: Hyundai logo in Hyundai blue (PMS 288).

Standard Letterhead (Blank) Guidelines:

- Hyundai logo – PMS 288
- Paper guidelines – 8 ½" x 11", Classic Crest Bond, 24# Avon Brilliant White.
- Professional printer: Use “offset lithography” settings.

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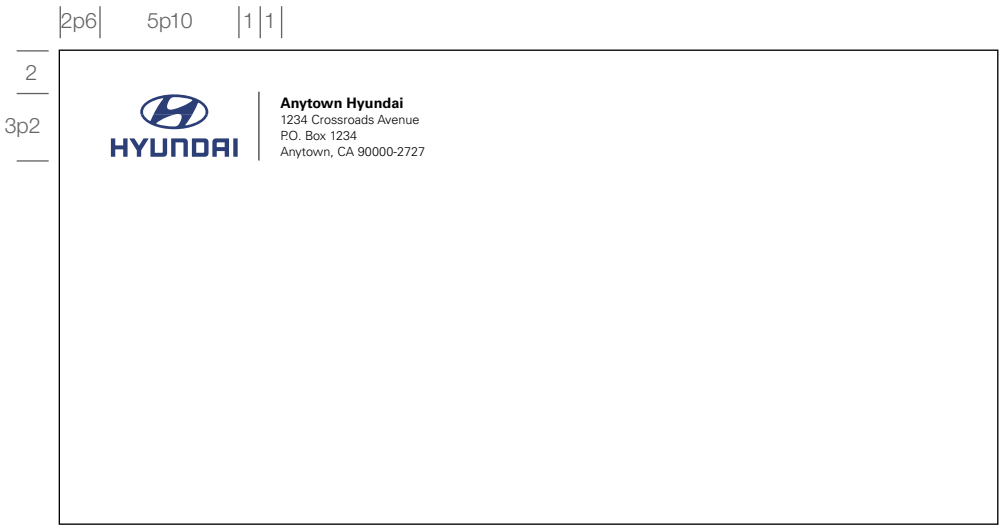
DEALER STANDARD BUSINESS CARD

DEALER STANDARD ENVELOPE



Standard Business Card Guidelines:

- Titles (Mr., Mrs., and Ms.) are not used.
- Initials may be used.
- Nicknames should not be used.
- Phone, fax and cell numbers should appear on the same line.
- Legal dealership name – 9 point Univers Light typeface with 1 point leading.
- Individual's name – 11 point Univers Bold with 1 point leading.
- All other text – 7 point Univers Light with 1 point leading.
- Hyundai logo – embossed, PMS 288
- Text color – black
- Paper guidelines – 2" x 3 ½", Classic Crest Cover, 80# Avon Brilliant White.

Standard Envelope Guidelines:

- Legal dealership name – 8 point Univers Bold typeface with 1 point leading.
- All other text – 7 point Univers Light with 2 point leading.
- Hyundai logo – PMS 288
- Text color – black
- Paper guidelines – 8 ½" x 11", Classic Crest bond, 24# Avon Brilliant White.

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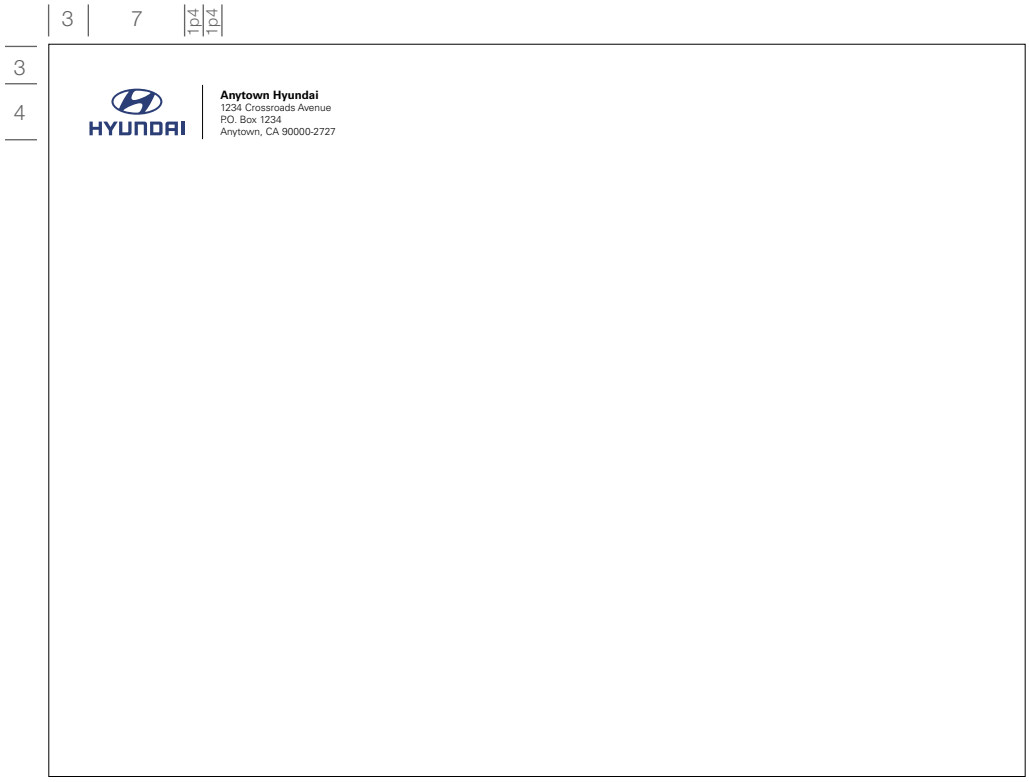
DEALER STANDARD CATALOG ENVELOPE



Dealer Standard Catalog Envelope always includes the following: Hyundai logo in Hyundai blue (PMS 288), and the legal dealership name, and mailing address in black.

Standard Envelope Guidelines:

- Legal dealership name – 10 point Univers Bold typeface with 1 point leading.
- All other text – 9 point Univers Light with 2 point leading.
- Hyundai logo – PMS 288
- Text color – black
- Paper guidelines – 9" x 12" or 10" x 13", 28# White Wove.
- Professional printer: Use “offset lithography” settings.

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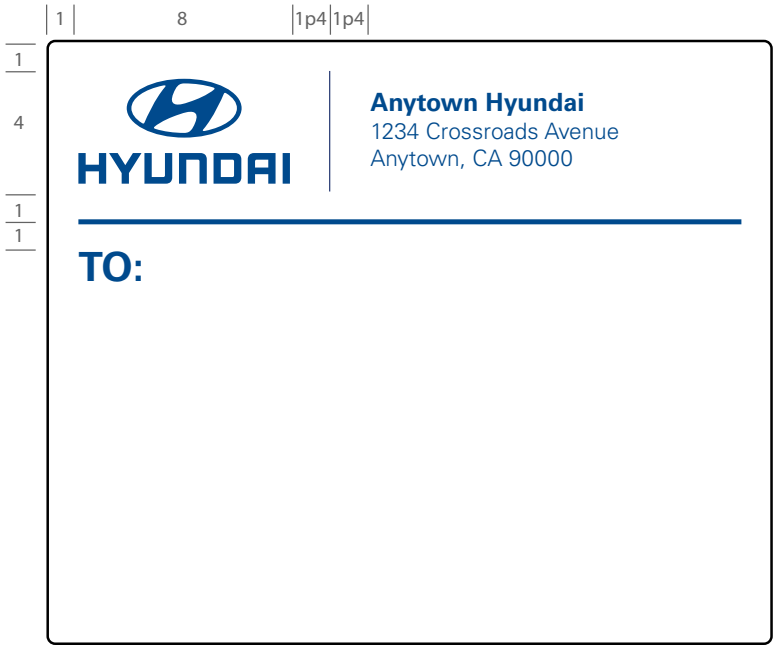
DEALER MAILING LABEL



Dealer Mailing Label always includes the following: Hyundai logo, legal dealership name, and mailing address in Hyundai blue (PMS 288).

Mailing Label Guidelines:

- Legal dealership name – 10 point Univers Bold typeface with 1 point leading.
- "TO:" – 16 point Univers Bold.
- All other text – 9 point Univers Light with 2 point leading.
- Color – Hyundai blue (PMS 288)
- Paper guidelines – 4" x 3 1/3", Avery 5164 white shipping label.
- Professional printer: Use "offset lithography" settings.

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